

WHITE PAPER

A marketplace of digitalization instead of just a server room



Why it is time for Colocation 4.0

Increasing volumes of data threaten to overwhelm many businesses. Internet of Things, artificial intelligence and augmented reality are to pave the way into the future, but how are SMEs supposed to benefit from these opportunities without stretching themselves too thin?

According to a survey by the German Federal Association for Information Technology, Telecommunications and New Media (Bitkom), data volumes from 50 billion devices and 7.5 billion digital identities are expected to exist by the year 2020. So, how are SMEs supposed to efficiently manage these data volumes? How can they succeed in creating new business models via smart big data analysis in order to not get left behind in the wake of these disruptive developments? After all, their own data centers are in many cases not sufficient to meet the new challenges and security requirements of today, and in the age of the General Data Protection Regulation (GDPR) data losses resulting from hacks, security gaps or human error can be fatal. Hence, many SMEs no longer maintain their own data centers – and are instead moving towards co-location.



From colocation provider to provider of the future

The requirements for future-oriented external data centers have increased significantly – a development, which colocation providers can't ignore, if they wish to remain competitive. It's about more than just space and racks now: high availability and reliability, a modern security concept as well as scalability to compensate for peak loads – all of that is expected today, just like optimal power supply and cooling systems, which are both sustainable and adjustable according to customer demands. And it doesn't end there either. Data centers have to evolve by anticipating the developments brought on by digitalization and participate in driving them through innovative technologies and services. They have to present smart concepts, which help to pave the way for the revolutionary steps, which

are currently being taken in the context of Industry 4.0. In other words: the trend is moving towards Colocation 4.0, which provides data center customers with the necessary digital freedom to operate.

Consequently, businesses require a data center concept, which becomes a part of their new, agile value-added chain. They are looking for a solution, which flexibly supports the increasingly rapid product cycles and shorter delivery times – data and otherwise – that end customers demand by now. Similar to how products are connected and subsequently create added value via the Internet of Things, businesses are also looking for a value-adding network, which connects them to all the market parameters they require.

The benefits of connected service

maincubes has already succeeded in making this concept a reality. As a German company with highly available data centers in Offenbach near Frankfurt am Main in Germany and near Amsterdam's Schiphol Airport in the Netherlands, maincubes offers its customers more than just certified data security made in Germany along with a secure home for their servers and racks. Additionally, maincubes also initiated the "secureexchange platform", over which their customers can access a comprehensive security package, that includes state-of-the-art services from partners such as Telekom Security and offers additional security, for example in case of a cyberattack. The platform also allows businesses and cloud providers to connect with other users across the globe to benefit from their IT, connectivity, cloud and – in particular – IoT services. It's like a marketplace: everyone can offer his "goods", find information, buy what they need and easily integrate it into their own services. And that is the future: creating secure eco-systems, which allow

businesses to flexibly and effortlessly expand their business and enter new fields such as secure mobility, digital factory, smart city or secure payment. Thanks to the direct connection between the data centers in Amsterdam and Frankfurt, all services are also available across locations. Not only is this a win-win situation for all involved parties, it is also increasingly crucial for success, because in the future the joint usage of network resources will become a necessity for businesses, which won't be able to meet the complex requirements of the future by themselves.

Author: maincubes one GmbH

September 2018

The next step for businesses will be to actually live the idea of the "vast, open Internet of Things" in cooperation with their partners and to use the resulting horizontal networking of services to support their digital transformation.

The time for "Colocation 4.0" has come.

Our marketplace

Your direct connect to our partners' services



We help our customers and partners to connect in accordance with the principles of openness and transparency. Our marketplace is an excellent opportunity for you to make new partners, services providers and customers aware of your services.

If you additionally offer a service on the secureexchange® portal via a community port, it will be globally visible and accessible to an even broader community of users.

Participate in the marketplace

Are you interested in our partner program? Please contact the Channel Manager Dominik Hohmann:

Dominik.Hohmann@maincubes.com
+49 (69) 6976810-24

<http://www.maincubes.com/en/interconnectivity/marketplace>



maincubes.com